

ABSTRACT OF THE DISCLOSURE

An irradiation angle that prevails at the time of a light emission from an electronic flash is controlled in a digital image sensing apparatus having
5 an optical zoom function and an electronic zoom function. First, zoom magnification is specified, then focal length information for the optical zoom function and view-angle scaling information for the electronic zoom function are generated based upon the
10 indicated zoom magnification, and the irradiation angle of the electronic flash is decided based upon the focal length information and view-angle scaling information.